

Central Hollywood Coalition
Sunset & Vine BID Board Meeting

MINUTES

November 8, 2011

4 – 6 p.m.

AMPAS Pickford Center
1313 Vine Street, Los Angeles, CA. 90028

Officers and Directors Present

Brian Folb, Vice President, Paramount Contractors
Roxanna Sassanian, Vice President, Sunset Gower/Sunset Bronson Studios
Carol Massie, Secretary, McDonald's Restaurants
Duke Gallagher, Treasurer, The Production Group
Fabio Conti, The Fabiolus Café
Kitty Gordillo, Hollywood Wilshire YMCA
Lillian Kuo, Vice President, Broadreach Capital

Absent

Michael Pogorzelski, President, Academy of Motion Picture Arts and Sciences
Charles Eberly, The Eberly Company
John Given, CIM Group
Patrick Olmstead, Los Angeles Film School
Fred Rosenthal, Ametron
Allen Sides, Ocean Way Recording

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Devin Strecker, Hollywood Property Owners Alliance

Guests

John Lupo, Property Owner
Harout Markarian, Armenian Church/Taglyan Center

I. Call to Order

The meeting was called to order by Vice President Brian Folb at 4:18 p.m. A quorum was not reached so the meeting was for informational purposes only and no actions were taken.

II. Public Comment

Guests included two property owners in the expansion area representing 1123 Vine Street (Lupo) and St. John Armenian Church (Markarian), at 1201 Vine Street.

III. Approval of Board Minutes

A. No minutes could be approved so the item was tabled.

IV. Treasurer's Report

Morrison pointed out that the BID will be rolling any remaining cash on hand into a special projects fund at the end of the year. Any delinquent assessments that are paid will also go into this account and can be used to pay for special projects within the original BID boundaries. In December, she said there will be proposals from various social service agencies for funding, as well as proposals for elements that will benefit the original BID area, such as street furniture, trees, medians and plants.

Gallagher noted that as of October 31, 2011, we have a 5.35% delinquency rate due to \$69,795 in outstanding assessments. A large portion of the delinquencies are LAUSD assessments that have not been paid, however MacPherson noted that there are three parcels associated with the Sunset & Vine Apartments that are appearing on the government parcel list. Staff will contact the County Assessor's Office to determine why these parcels are deemed "public."

Morrison stated that a working group will be established to show comparatively how the budget for 2012 will work compared to the current year. A detailed budget can be adopted at the December meeting.

V. Committee & Program Reports

A. Marketing and Communications

1. KNX "On Your Corner" live broadcast from Hollywood: Strecker reported that the program is moving to KNX, another station owned by CBS LA which has a much larger signal than KFWB. MacPherson stated that CBS is looking to raise a minimum of \$50,000 in ad revenue to produce the broadcast. Staff is assisting their production team in identifying potential sponsors and potential story ideas for the day of the broadcast. The board engaged in a discussion about the BID's level of involvement. Morrison stated that this is a "value add" for our stakeholders, as the BID will not be advertising directly, but rather is helping to identify sponsors. Staff agreed to send out a letter to marketing partners on HPOA letterhead to inform them of the offer, but will direct them to CBS to negotiate their sponsorship level.

2. 2012 Banner Campaign: Strecker presented a concept for a design competition for the new pole banners, which would involve the students at Helen Bernstein Arts, Media and Entertainment School. Top designs could be put for a vote through Facebook, Twitter and the Sunset & Vine website.

Strecker detailed the expense involved with producing the banners (approximately \$40,000) and stated that the cost is less per banner than the BID has paid before due to the increased number of banners needed for the new larger area. A portion of the funds for the project may be drawn from the 2011 budget, in addition to the 2012 budget. The Board suggested contacting the high school, creating a time frame, and then possibly allocating funds at the next meeting.

B. Security Committee

1. Morrison stated that the security committee will be working to create a new contract for the expanded BID.

C. Streetscape Committee

1. MacPherson obtained a quote for purchasing new trash receptacles for the existing BID and recommended that the Board consider placing used receptacles in the expansion area on January 1, 2011, since litter receptacles for the expansion area would have to be purchased using 2012 assessment funds. MacPherson offered to ask the vendor if any discounts were on the horizon, such as discounted shipping, and agreed to return with a quote for the board to consider in December.

MacPherson also stated that she has been working on a draft of the change order for the maintenance contract with CleanStreet and is trying to maintain the same level of compensation for 2012.

VI. New Business

A. Nominating Committee: Morrison reviewed the attendance log with the Board for the past year. It was noted that Allen Sides has missed five board meetings, three of which were consecutive. Morrison offered to contact Mr. Sides to see if he would like to take a hiatus and return when his schedule permits.

Meanwhile, Sassanian, Folb and Gallagher are close to preparing a slate of nominees for the board. They will also identify officer candidates.

B. Community Plan Hearings: MacPherson encouraged board members to attend the Community Plan Hearing on Thursday, November 10, at 6:30 p.m. at Hollywood Presbyterian Church.

VII. Old Business

A. Food trucks: Folb stated that the food trucks continue to be a nuisance around Sunset and Wilcox and suggested the BID draft a policy to restrict food truck in the BID, as the city of West Hollywood has actually been able to prohibit them outright. Morrison suggested arranging a meeting with Councilman LaBonge as he has been the lead on this issue on behalf of the City Council. A report from that meeting will be given in December.

IX. Next Meeting

The next meeting is scheduled for December 13, 2011.

X. Adjournment

The meeting was adjourned at 6:02 p.m.